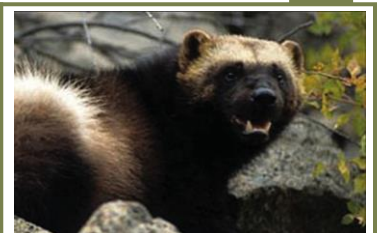


# Trans-Canada Highway Wildlife Monitoring and Research *Final Report 2014* *Part C: Communications and Outreach*

Prepared by the Western Transportation Institute at Montana State  
University and the Miistakis Institute

April 2014



*A Report of the Wildlife and Transportation Research in the Rocky Mountains Project*

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## ABSTRACT

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In April 2009, Parks Canada entered into a Contribution Agreement with the Miistakis Institute for the implementation of the Wildlife and Transportation Monitoring and Research in the Rocky Mountains Project. The purpose of this project was to create and implement a wildlife monitoring and research plan to facilitate road ecology monitoring and research on the Trans-Canada Highway (TCH) through Banff National Park, with the ultimate goal of reducing wildlife-vehicle collisions and improving habitat connectivity and genetic interchange for key species.

Research and monitoring activities concluded in 2014. The final project report consists of three separate documents:

- Summary overview including financial report (Part A)
- Research Report (Part B)
- Communication and Outreach report (Part C)

This document comprises Part C, the communications and outreach report. Principal communications and outreach activities included development of a communications strategy, brand, and protocols; launch of a project website, Twitter account and YouTube Channel; and production and promotion of the Highway Wilding film project.

## I. INTRODUCTION

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In April 2009, Parks Canada entered into a Contribution Agreement with the Miistakis Institute for the implementation of the Wildlife and Transportation Monitoring and Research in the Rocky Mountains Project. The purpose of this project was to create and implement a wildlife monitoring and research plan to facilitate road ecology monitoring and research on the Trans-Canada Highway (TCH) through Banff National Park, with the ultimate goal of reducing wildlife-vehicle collisions and improving habitat connectivity and genetic interchange for key species.

In addition to the research and monitoring component of the project, the Project Team also identified the need for a communication strategy to support the goals of the monitoring and research project, in alignment with communication needs of the collaborative, and those of the individual partners. The agreed-upon communication goals were:

- Trans-Canada Highway wildlife mitigation structures and practices are supported by decision-makers;
- Connectivity research and monitoring for the Trans-Canada Highway through the mountain parks is sustainable;
- Wildlife mitigation structures are respected and supported by local communities, visitors, and road-through traffic; and
- Transportation ecology learnings are transferred and applied in other jurisdictions.

### 1. Media Launch for Partnership

On April 9, 2010 Parks Canada produced a News Release entitled "Government of Canada Invests in Protection of Motorists and Wildlife in Banff National Park." This news release marked the official announcement of Parks Canada support and partnership in the project collaboration. The announcement took place at the Parks Canada Visitors Centre in Lake Louise and was hosted by Pam Veinotte, Superintendent of the Lake Louise and Yoho and Kootenay Field Unit (LLYK). Mr. Blake Richards, Member of Parliament for Wild Rose, delivered the announcement on behalf of the Honourable Jim Prentice, Canada's Environment Minister (who is responsible for Parks Canada). The event was attended by numerous news outlets, and the following pictures were taken by local media to document the event.



## II. HIGHWAY WILDING COMMUNICATION STRATEGY

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Miistakis and the Western Transportation Institute (WTI) developed a communications strategy. The purpose of this Communications Strategy was to identify and describe communications activities which will support the wildlife monitoring and research project and its overall goals, namely:

- Habitat connectivity and genetic interchange are improved for key species across the TCH transportation corridor;
- Wildlife-vehicle collisions are reduced on the TCH through the mountain parks; and
- Habitat connectivity and genetic interchange are improved and wildlife-vehicle collisions are reduced in other jurisdictions.

To achieve those goals, the Communications Program focuses on the following strategic objectives:

- TCH wildlife mitigation structures and practices are supported by decision-makers;
- Connectivity research and monitoring for the TCH through the mountain parks is sustainable;
- Wildlife mitigation structures are respected and supported by local communities, visitors, and road-through traffic; and
- Transportation ecology learnings are transferred and applied in other jurisdictions.

The communications strategy was vetted by each partnership organization. Following its approval, Miistakis crafted an annual communications work plan, which guided the communications efforts for each year.

### III. HIGHWAY WILDING BRAND

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Given the unwieldy project title of *Wildlife and Transportation Research and Monitoring in the Rocky Mountain Parks*, Miistakis staff worked with a University of Calgary graduate student (Matt Knapik) to create a new name for the project, along with a logo and other graphic materials (a brand) for communications purposes. Parks Canada and Miistakis Institute staff generated an initial list of names, from which the team created a short list. Matt then generated prototypes for two potential names: “Highway Wilding” and “Bridging the Landscape”. “Highway Wilding” was selected as the new project name. Here is a sample graphic of the Highway Wilding brand:



### IV. HIGHWAY WILDING COMMUNICATIONS PROTOCOLS

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To meet the communication needs of all Highway Wilding partners in an efficient fashion, the partnership crafted a communications protocols document. The protocols document summarized all of the requirements in the various MOUs, grant contracts and other agreements. The document also included a set of protocols based on the direction from those agreements. The protocols were vetted by all Highway Wilding partners and have proven especially helpful in guiding how project images and contractor footage were shared.

### V. HIGHWAY WILDING.ORG

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The team created a project website as a tool for realizing the communication goals and strategies. The website has been central to numerous Highway Wilding communication efforts.

## 1. Media Release

In partnership with Parks Canada, Highway Wilding issued a media release to announce the launch of the Highway Wilding website. The media release can be found here:

[http://highwaywilding.org/files/Highway\\_Wilding\\_website\\_launch\\_media\\_release\\_April2.pdf](http://highwaywilding.org/files/Highway_Wilding_website_launch_media_release_April2.pdf)

The release resulted in a modest amount of media coverage, including an article in the Calgary Sun.

## 2. Blog

A blog was established on the Highway Wilding website which enabled contributions from diverse organizations and individuals. The Highway Wilding researchers contributed a number of excellent blog posts which can be found at [www.highwaywilding.org/blog](http://www.highwaywilding.org/blog). Here is a sample:

### **Do highway underpasses work?**

Posted on [March 21, 2013](#) by [From the Field](#)

This is a large question. Here's one answer to it, provided by a Bow Valley elk bull:



Look at the time stamp. I'd say, if you asked this elk if underpasses work, he'd reply that yes, they can make great napping places, and he'd come back any time, thank you for asking. He also didn't seem too concerned he'd get attacked in there. This, despite the fact that this particular underpass is a favourite with grizzlies and wolves. That said, even a busy underpass sees maybe a dozen carnivore crossings each month in summer, so at any given time it's highly unlikely to actually meet a predator in there.



### 3. Links

The Highway Wilding website provides a number of links to other road ecology-focused organizations; these sites also provide links back to our website. Some of these organizations include:

- ARC Solutions
- I-go Wildlife Watch
- Montanans for Safe Wildlife Passage
- Western Environmental Law Centre
- Wildlife Collision Prevention Program

### 4. Mapping Program

Jon Ball, a project staff member and volunteer, made Highway Wilding the subject of the final project for his GIS degree at the Southern Alberta Institute of Technology, and Highway Wilding was fortunate to share his results through its website. Jon stated "Using the interactive mapping products allowed me to show the relationship between these images and the locations at which they were obtained: always within a few metres of the TransCanada Highway, which is remarkable. I enjoyed putting these maps together as an outreach tool for Highway Wilding and the work that we do."

The main interactive map – which won first place in the web maps class of the map gallery at a GeoAlberta conference – can be viewed at [www.highwaywilding.org/viewer](http://www.highwaywilding.org/viewer). This main map contains links to Google Earth maps and other views of project images and data.

## **VI. @HIGHWAYWILDING**

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A Twitter handle was created to utilize this social media tool to address our communications goals and objectives. Twitter proved to be a rewarding and useful communications channel, as it enabled Highway Wilding to connect with new people and organizations working on road ecology issues around the world. It had great utility for promoting our Highway Wilding film.



## VII. YOUTUBE CHANNEL AND WEBISODES

The team created a Highway Wilding YouTube channel (<http://www.youtube.com/user/highwaywilding>) and populated it with a series of Highway Wilding webisodes created by film-maker Leanne Allison. The webisodes were useful communications and education tools, which Parks Canada also used to carry out interpretive work. The webisodes were used by interpretive staff at Lake Louise during the summer of 2011 for a program on wolverines and were viewed by many park visitors. Parks Canada interpretive staff used images of the wildlife crossing structures in their programming. Six hundred and thirty people attended this program offered by Parks Canada during 2012-2013. Parks Canada interpreters did a point duty during the summer of 2012 at the pull off near Castle Junction, sharing the story of wildlife crossing structures with visitors. Parks Canada staff created an interactive program on I pads, which included the webisodes.

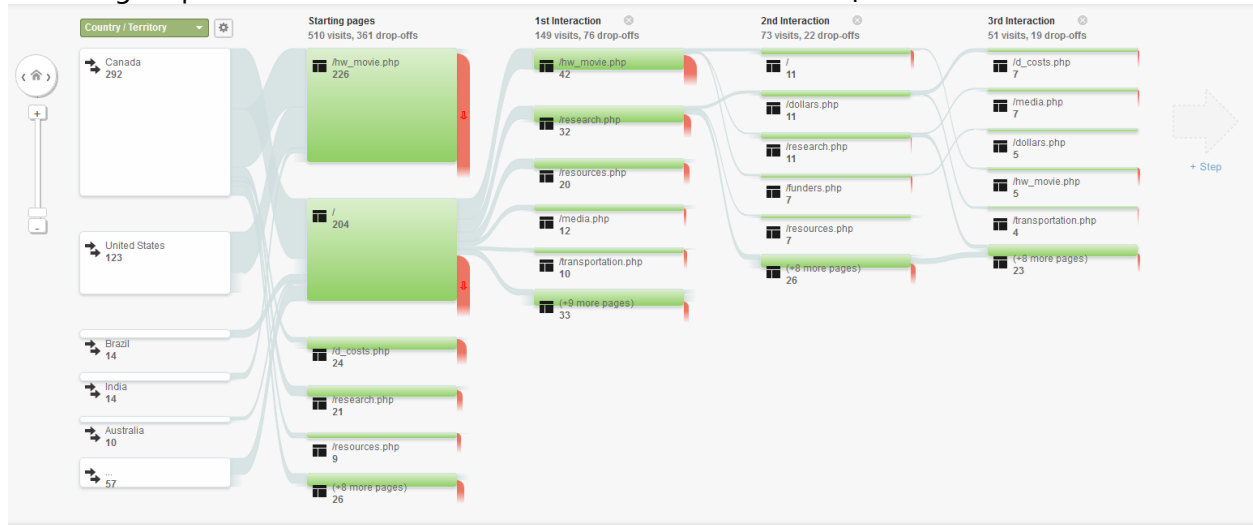
The webisodes were played at a Douglas Chadwick event on wolverines in Canmore to an over-capacity audience of at least 250 people in 2012, and they continue to receive views on YouTube. As of mid-April 2014, the ten webisodes, including the Highway Wilding documentary and trailer, have been viewed over **30,000** times.

The process of creating the webisodes inspired the creation of the Highway Wilding documentary. The team chose to continue working with Leanne Allison to create a

documentary that would address the project's communication goals and objectives. The Highway Wilding YouTube channel served as a platform to share the Highway Wilding film with a diverse range of audiences.

### 1. Website Analytics

This image represents website visits for the month of March 2014:



## VIII. HIGHWAY WILDING: THE FILM

"Build them and they will live." That is the simple message of Highway Wilding, a 22-minute documentary exploring highway-wildlife conflicts and the pioneering solutions that are preventing roadkill and reconnecting landscapes in Western Canada. The Rocky Mountains provide a unique opportunity to maintain a fully functioning mountain ecosystem, but highways remain a significant barrier to ecosystem health and connectivity. Everything from grizzly bears and wolverines to ducks and salamanders need to cross roads safely to meet their life needs, and these critical connections are increasingly threatened by highway expansion. Highway Wilding offers viewers a new and eye-opening perspective on highways. The film can be viewed from the Highway Wilding website and can be downloaded as well.

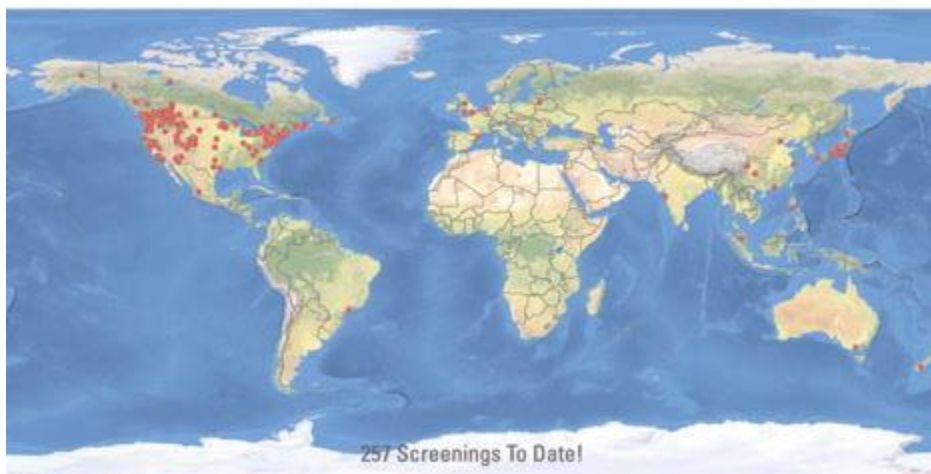
[http://highwaywilding.org/hw\\_movie.php](http://highwaywilding.org/hw_movie.php)

## 1. Global Reach

Greg Chernoff at the Miistakis Institute created a time-lapse map that documents Highway Wilding screenings in chronological order across the globe. The time-lapse map can be viewed as a video:

<https://www.youtube.com/watch?v=Eqjfni--aCQ&feature=youtu.be>

This image is a screen shot of the complete map of all 257 screenings as of the end of April 2014.



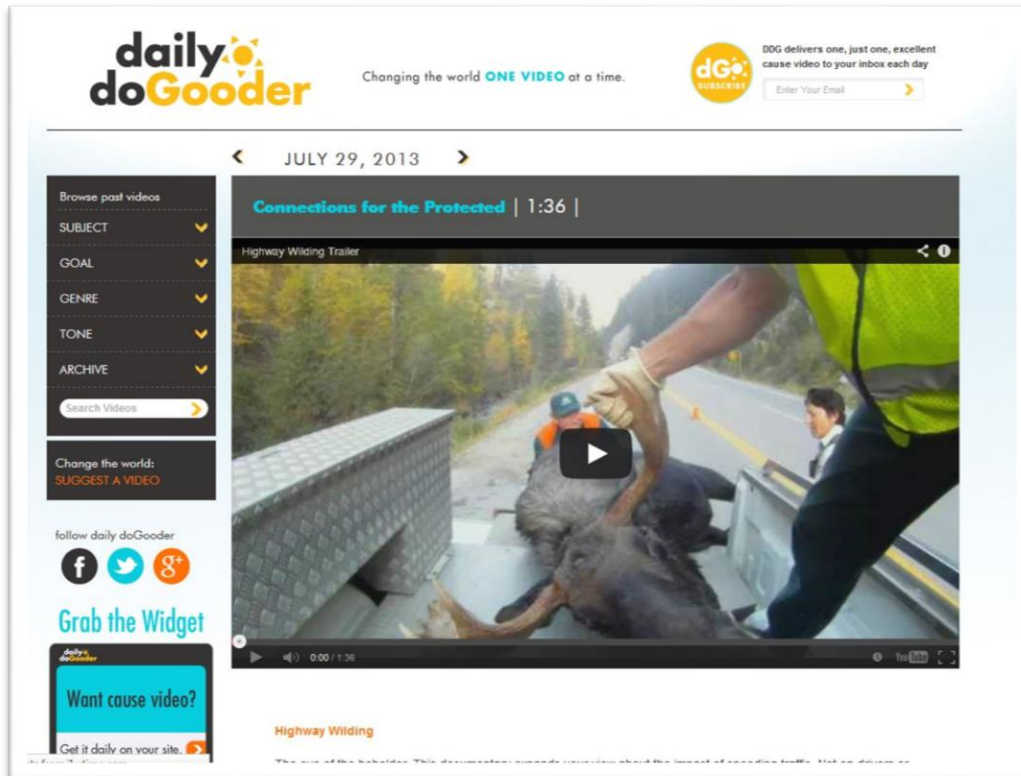
## 2. Trailer

Film producer Leanne Allison created a trailer to promote the Highway Wilding film. The trailer is an excellent communications tool and gives the viewer a quick overview of road ecology challenges and solutions. The trailer is hosted on the project's YouTube channel:

<http://youtu.be/UvrBQGRnDpA>

## DoGooder Feature

Daily doGooder delivers one excellent cause video to the inboxes of its members each day. The Highway Wilding trailer was featured on Daily DoGooder on July 29, 2013. Daily DoGooder promoted the trailer through its social media channels- Facebook, Twitter and Google+. The organization has over 2,000 followers on Twitter.



<http://www.thedailydogooder.com/2013/07/29/connections-for-the-protected/>

### 3. Film Festivals

Highway Wilding screened at the following film festivals:

- Banff Mountain Film Festival & Banff Mountain Film Festival World Tour – encouraged screenings
- Crested Butte Film Festival
- Fernie Mountain Film Festival
- New Zealand Mountain Film Festival

Highway Wilding was also submitted to the following festivals:

- Boulder Adventure Film Festival (decision pending)
- International Wildlife Film Festival (not a finalist)
- Jackson Hole Wildlife Film Festival (not a finalist)
- Japan Wildlife Film Festival (not a finalist)
- Planet in Focus –Toronto – Festival (not a finalist)
- Telluride Film Festival (not a finalist)
- Wild & Scenic Film Festival (not a finalist)

#### 4. Conferences

Highway Wilding screened at the following international and national conferences:

- International Association of Impact Assessment 2013, Calgary, AB
- International Congress for Conservation Biology 2013, Baltimore, MD
- International Conference for Ecology & Transportation 2013, Phoenix, AZ
- Highway Wilding will be screened at the U.S. national "Under Western Skies" conference – September 9-12, 2014
- Highway Wilding was screened at the Alberta Council for Environmental Education "Earth Matters" conference in Canmore, AB. The conference ran April 25-27, 2013 in Canmore, AB.

#### 5. Network Broadcast

Highway Wilding has a broadcast deal with the Knowledge Network in British Columbia. The team is in discussions to pursue a broadcast deal with Public Television in Montana as well.

#### 6. Film Requests and Screenings

The team has distributed **771 copies** of DVDs to individuals and organizations, and remains committed to making the film freely available for non-commercial educational purposes. On the film's webpage, individuals and organizations are encouraged to:

- Embed the 'Highway Wilding' Trailer and or the 22-minute documentary on their website.
- Feature 'Highway Wilding' in their next newsletter.
- Organize a screening.
- Share the film with their networks.
- Host a brown bag lunch and screening at their office.
- Download the teachers' guide and share it with their local school.
- Order a DVD of the film.
- Download the press kit.

Highway Wilding was screened for Town of Canmore councillors, staff and other interested individuals, including the Biosphere Institute of the Bow Valley and Alberta Parks and Protected Areas on March 19, 2013. Tony Clevenger, Leanne Allison and Rachelle Haddock were present for the screening, and a Q and A session following the screening.

Here is a sampling of people and organizations who requested copies of Highway Wilding for screening, sorted by audience.

Academia

- Aura Jaguar, ITESO University, Guadalajara, Mexico
- Clemson University, Clemson, SC
- College of Design, University of Minnesota, Minneapolis, MN
- Conservation Biology Undergraduate class, University of Minnesota, St. Paul, MN
- Department of Biology, University of Central Florida
- Hokkaido Development Engineering Center in Sapporo, Japan
- Lincoln Institute of Land Policy, Boulder, CO
- MRU Conservation Biology Class, Calgary, AB
- Nature Research Centre, Lithuania
- North Shore Community College, Lynn, MA
- Red Deer College, Red Deer, AB
- School of the Environment, University of Technology, Sydney, Australia

Government Agencies

- Alberta Ministry of Transportation, Lethbridge, AB
- Arizona Game & Fish Department, Pinetop, AZ
- China Academy of Transportation Sciences
- Forest Leadership Team, FWS, CDOT, Colorado Parks & Wildlife, Fort Collins, CO
- German Federal Agency for Nature Conservation, Bonn, Germany
- MassDOT - Environmental Unit Staff, Boston, MA
- Medford District BLM, Medford, OR
- Ministry of Forests, Lands and Natural Resource Operations, Nelson, BC
- Nebraska Department of Roads, Lincoln, NE
- New York State DOT, Binghamton, NY
- Ontario Ministry of Transportation, Downsview, ON
- Statewide Environmental and Planning group, Colorado DOT, Durango, CO
- Town of Canmore
- Wyoming Department of Transportation/US Forestry Service, Jackson, WY

Industry

- CalTrans Management, Bishop, CA
- Cenovus Energy, Calgary, AB
- Imperial Oil, Calgary, AB (upcoming)

- McElhanney, Calgary, AB
- SNC-Lavalin Inc., Toronto, ON
- Snøhetta Architecture, New York, NY
- Tetra Teck Consultants, Whitehorse, YK
- TransCanda Pipeline, Calgary AB
- Volker Stevins Highways, AB

### Non-profit Organizations

- Alberta Conservation Association, Lethbridge, AB
- Canadian Parks & Wilderness Society, Nature Night, Ottawa, ON
- Denver Zoo - Department of Conservation Biology, Denver, CO
- Gabriola Rescue of Wildlife Society, Gabriola Island, BC
- Jackson Hole Conservation Alliance, Jackson, WY
- Maine Audubon Society, Falmouth, ME
- Nature Conservancy, New Hampshire Chapter, Concord, NH
- Norfolk Library, Norfolk, CT
- Red Ibérica de Seguimiento de Fauna Atropellada, Spain & Portugal
- Road Ecology 101: Crowsnest Pass, Crowsnest Pass, AB
- San Diego Zoo Institute for Conservation Research, Escondido, CA
- Squamish Bear Aware, Squamish, BC
- Wildlandscpr, Missoula, MT
- Wildlife and Natural Resource Trust, Cheyenne, WY
- Wildlife Conservation Society, Bozeman, MT
- WildSafeBC, Kamloops, BC

### Schools

- Ashbury College, Ottawa, ON
- British School of Boston, Boston, MA
- Crescenta Valley High School, CA
- DaVinci High School, Davis, CA
- Enviro Wilderess School, Calgary, AB
- Jefferson High School, Alexandria, MN
- Scholastic News Online, a website for children published by Scholastic Inc.
- South Eugene High School, OR
- Summit High School, UT



## 7. Curriculum Guide

The project team has worked with a curriculum developer (Ron Clark) to create a curriculum guide to accompany the Highway Wilding film. It is freely available online:

<http://highwaywilding.org/files/Highway%20Wilding%20Curriculum%20Guide.pdf>.

## 8. Media Coverage

The team has created a media release on the film for limited distribution. Two articles were written about the film including this one on Mount Royal University's Facetime publication:

[http://mtroyal.ca/facetime/FTdata\\_HighwayWildingJan18.htm](http://mtroyal.ca/facetime/FTdata_HighwayWildingJan18.htm)

## 9. Testimonials

### Government Letters of Support

The film has received letters of support from the Alberta Deputy Minister of Energy and the Alberta Minister of Transportation.

### Email Comments

- "Highway Wilding is great. You set out to convince people the issue is an important one, and then to make a case for doing something better, and you've achieved both beyond all doubt. I found the back half especially powerful, as it deepens into the long-distance lives of some animals and delivers that powerful sense of nature as another world operating outside of our daily understandings. I'm sure everyone has their own point where the piece crosses over from interesting to urgent; for me, it was the lynx that walked home...beautiful." – James MacKinnon
- "Over the winter I saw Highway Wilding and knew right away that I wanted to share this movie with our community. I would love to be able to show the movie prior to our presentation to the community on how to live safely with wildlife as a way to add another dimension to the talk and connect people to nature. We are also experiencing vehicle-wildlife conflicts on Highway 99, which runs through Squamish, and so this movie is very pertinent to what our community is going through."
- "Our Statewide Environmental and Planning group consists of over 50 staff. On May 29th we will be having an "All Staff" staff meeting. I say "All Staff", but I imagine that we will truly have about 35 people attend the meeting either in person or via video conference. I am responsible for crafting this meeting's agenda. I heard about your documentary today from a friend, and have been to your website. This looks like an excellent film, and something that I would like to share with the [Department of

Transportation] environmental group. I am continually pushing to integrate wildlife permeability solutions into our transportation system improvement designs. This film will help push this issue out to a broader audience.”

- “I am an Environmental and Outdoor Education teacher at G.P. Vanier Junior high, and my students are looking at the interactions between humans and wildlife, and how to manage both. I was wondering if there was any chance I could show your documentary to my class?”
- “I thought it was important to mention “Highway Wilding” in my article. World Highways is the leading industry journal for road transportation. The journal is read by transportation engineers and planners throughout the world:”  
<http://www.worldhighways.com/sections/environment/features/a-global-perspective-on-sustainable-transportation-systems/>
- “I saw the “Highway Wilding” film last night at the Banff Film Fest in Davis, CA. I am a high school biology teacher and we are currently working on an endangered species project. The overpasses and underpasses that were depicted in the film are an excellent example of a way to improve disturbed habitat, and I would love to be able to show the film to my students.”
- “My name is Emily and I am a high school biology teacher in Utah. I went to the Banff Film festival and saw your film for Highway Wilding. I really would like to show this to my class. The film was so well done and so informative I feel like my students would really benefit from watching this as we talk about ecology and conservation.”
- “I work as a Natural Resource Biologist for the BLM but I have also served as a Science Teacher. It is fantastic to see this subject being promoted! We tried so hard back in the early 1980s to get funding for these life-saving over and under passes for wildlife species. It was very frustrating to deal with highway administrators who just didn't care. I am overjoyed to see them finally being used! Sadly I live where deer and other small mammals are hit on highways every day. I would really like to get a copy of your DVD.”
- “A few of our members saw your film ‘Highway Wilding’ at the screening of the ‘Best of Banff Film Festival’ a few weeks ago and loved it! We were already looking at organizing a Nature Night based on a similar natural overpass/underpass initiative that is currently under way for the Gatineau Park region, and thought it might be interesting to screen your film to demonstrate how effective this strategy can be.”
- “I am mailing the two copies of Highway Wilding you sent me to my colleagues in Japan and Lithuania. I think it would be good for the transportation engineers and planners in other countries to learn and benefit from the work done to protect wildlife in the Rockies.”
- “I am the threatened and endangered species and fish and wildlife coordinator for the Nebraska Department of Roads. I would like to request a copy of this DVD to share with

our environmental section biologists and animal crossings roadway designers, if possible. Please let me know what I need to do to get one.”

- “I attended the March Banff Film Festival in Bishop, CA and was wondering if it is possible to obtain a copy of the Banff National Park Wildlife Crossing Film that was shown. I am looking for ways to improve wildlife crossings in our District and am putting together a presentation for Caltrans Management to help educate the transportation leaders on the field of wildlife crossings.”
- “I am interesting [sic] in showing the Highway Wilding film in my Principles of Conservation Biology undergraduate class here at University of Minnesota. If possible, could I get a link to the video? We are discussing habitat fragmentation and mitigation measures, so I think the class would really enjoy this film.”
- “I’m Martín, and I’m working in a voluntary project which study [sic] wildlife road collisions in Portugal and Spain. You can see more info at the link below. Anyway, I’m trying to subtitle your documentary, which I saw on YouTube, to Spanish and Portuguese, but my English is not good enough to understand perfectly all dialogs without text, so, if you get already English subtitles, or the dialogs in a pdf, I’ll be very grateful if you share it with me. Obviously, I’ll share with you my subtitles, if you want it. My only purpose is to share your documentary with Spanish and Portuguese speakers.”

### Video Testimonials

The project received funding from the Patagonia Environmental Grants program to use short video clips to catalyze ongoing conversations on how different stakeholders can work together to protect the lives of wildlife in Canada, the USA and beyond. As part of this effort, the team is asking recipients of the film to submit a short video clip (one to two minutes rough cut shot on a smartphone or other video device) on: 1) why the Highway Wilding film was useful to them; and 2) what their plans are for addressing the root causes of wildlife-vehicle collisions and landscape connectivity. As of April 30, 2014, the team has received video testimonials from four people/organizations. The team will continue to post these videos to the Highway Wilding YouTube site, creating an online community of people, organizations and agencies taking action to make highways safer for wildlife and people.

## **IX. HIGHWAY WILDING INFOGRAPHIC**

The intent of the infographic is to dispel myths associated with highway mitigation for wildlife. It was made available in both print and digital versions, and it was included as a poster at the International Conference on Ecology and Transportation (ICOET) 2013. The team produced multiple print runs of the infographic and they remain a popular communication tool. Elements

of the infographic were formatted for use in presentations on Highway Wilding and other road ecology communications. The infographic can be viewed here:

[http://www.rockies.ca/files/HW\\_InfographicScreenVersion.pdf](http://www.rockies.ca/files/HW_InfographicScreenVersion.pdf)

The infographic has been featured at/in:

- XING exhibit – Evergreen Brickworks, Toronto, ON (as an exhibit panel)
- Royal Ontario Museum, Toronto, ON (as an exhibit handout)
- Crown of the Continent E-magazine (as a magazine spread)
- ICOET 2013 (as a poster)
- Y2Y fundraising event (as a placemat)

## X. HIGHWAY WILDING HOLIDAY CARD

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## XI. HIGHWAY WILDING AND TEXTBOOKS

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In response to requests, the team has provided Highway Wilding images to several publishers and authors, including:

- Scholastic News, Heinemann publishers for a reader on wildlife crossings (to be published in 2017);
- Science & Vie Découvertes (a French children's magazine).
- Numerous freelance writers crafting stories linked to highway mitigation for wildlife.

## XII. HIGHWAY WILDING ARTICLES AND MEDIA

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A significant amount of media interest was generated by the photo of the lynx using the overpass, after it was profiled on the homepage of msn.com. Following the media frenzy, the Highway Wilding website crashed, due to insufficient bandwidth to accommodate the high visitation rates. The team continues to receive requests for the use of this iconic image.



The media was also quite interested in the volunteer opportunities associated with Wolverine Watch. Colette Derowiz (Calgary Herald) wrote a story on Highway Wilding and the volunteer opportunities for the wolverine research, which generated great interest in the project. Here is an excerpt from her article:

Wanted: Volunteers for a wolverine hair trap survey this winter. Must be willing to ski in difficult terrain, carry a backpack with a 10- to 14-kg frozen beaver carcass inside and follow science protocol. Winter backcountry and wilderness experience required. Positive attitude a plus.

Tony Clevenger was interviewed by a number of media outlets, including CBC Radio's "As It Happens."

### **XIII. ROAD ECOLOGY SESSION AT IAIA2013**

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The International Association of Impact Assessment (IAIA) had its international conference in Calgary from May 13-16, 2013. Highway Wilding organized a "Highway Mitigation for Wildlife" session. The session focused on successful highway mitigation in Banff National Park and the Trans-Canada Highway (TCH) corridor in the Bow Valley, Alberta and specifically outlined the various mitigation options, including wildlife fencing, underpasses, overpasses and gates. It also covered the planning process for wildlife crossings in Canada's Mountain Parks. The cost-effectiveness of highway mitigation was also presented, drawing from examples along Highway 3 in southern Alberta and the Bow Valley along the TCH. Finally, the session included a screening of the 22 minute documentary film "Highway Wilding." The objective of this session was to provide practitioners with examples of successful and cost-effective mitigation measures. Approximately 70 people attended the session.

### **XIV. WOLVERINE RESEARCH VOLUNTEER RECRUITMENT**

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Volunteers were actively recruited for assisting with the wolverine research component of this project. A recruitment postcard and poster were created, and distributed through numerous outlets including: U of C Outdoor Program Centre; Mountain Equipment Co-op; Out There; Kananaskis Country Visitor Centres – Barrier Lake; Peter Lougheed; Banff Mountain Film Festival; Gear-Up Sports; Switching Gears; Banff Mountain Magic; and Vertical Addiction. Volunteer recruitment notices were distributed via email to numerous outdoor clubs (including nordic, backcountry, snowshoeing and ice climbing enthusiasts), naturalist clubs and other interested contacts.

Wolverine Watch was also promoted at the Banff Mountain Film Festival. Wolverine Watch postcards were distributed and Parks Canada staff spoke with people about wolverine and our citizen science program.